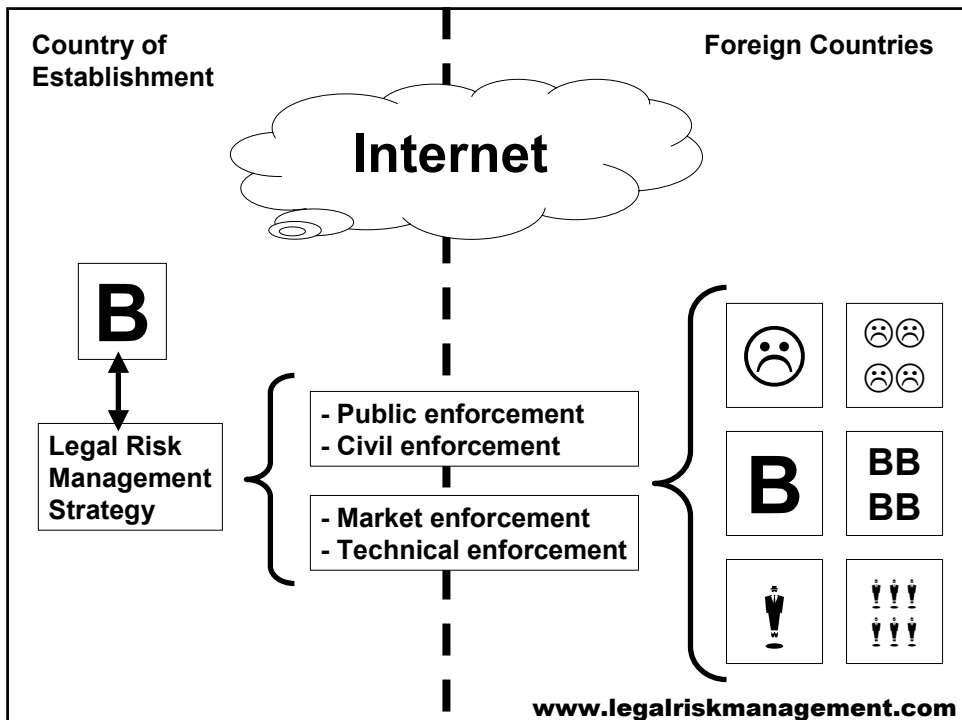


# Legal Risk Management in Cross-Border Electronic Commerce

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**Bergen, May 23rd 2003**



## Legal Risk:

Potential financial loss

- due to infringement of a legal norm or
- due to entering unenforceable contracts”

Legal Risk  
Management  
Strategy

- Identify Legal Risks
- Assess Legal Risks

- Mitigate or eliminate Legal Risks
- Handle Legal Conflicts

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## Questions and comments

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**Jan Trzaskowski** has dealt with legal aspects of new technology since the mid-nineties and published his master dissertation on Legal Aspects of the Internet concerning conflicts of law on the Internet in 1997. Since then Jan Trzaskowski has spoken at more than 60 seminars and conferences and has published a range of articles concerning legal aspect of new technology and e-commerce.

Jan Trzaskowski is co-author of the book "Internetjura, 2. udgave" (Internet-law 2nd edition) which was published in August 2002. The book is the successor of the first Danish book published on this subject.

Jan Trzaskowski holds a masters degree in business administration and commercial law. By October 2002 he is employed at Copenhagen Business School with a view to study Legal Risk Management in Cross-Border Electronic Commerce in order to achieve a Ph.D. degree.

Jan Trzaskowski is co-founder of von Haller Law Firm. From 2000 until 2002 he was legal adviser and managing director at the law firm. Besides establishing and developing the law firm Jan Trzaskowski was handling cases regarding marketing law, privacy law and international issues concerning e-commerce.

From 1997 to 2000 Jan Trzaskowski was employed at the National Consumer Agency of Denmark (Ministry of Trade and Industry) with responsibility for the legal aspects of e-commerce. As representative for the Ministry of Trade and Industry Jan Trzaskowski negotiated:

- The EU directive on e-commerce (Directive 2000/31/EC)
- The OECD Guidelines for Consumer Protection in the Context of E-Commerce
- The EU-Council Resolution on the consumer dimension of the Information Society
- Guidelines for e-commerce under the Danish hallmark scheme (e-handelsfonden)

Jan Trzaskowski was also in charge of the elaboration of the Nordic Consumer Ombudsmen's position paper to trading and marketing on the Internet and in similar communication systems and he was Denmark's representative in the EU Commission's expert group on commercial communication.

Jan Trzaskowski has been an active teacher at university level since 1996 and he now teaches Internet Law and marketing law at different institutions, comprising the IT University of Copenhagen, Copenhagen Business School and the Danish Bar and Law Society.

Jan Trzaskowski is a member of Danish IT Society's advisory board on IT and Law and has been involved in numerous private and public initiatives regarding different aspects of e-commerce. The involvement in a number of the initiatives has been as representative for the Danish E-Business Association.

From 1986 to 1988 Jan Trzaskowski was during his studies working freelance writing computer programs and articles for a Danish computer magazine (IC RUN). The urge for programming is long gone but the fascination of new technology has ever since been the driving force in the study and practise of law.